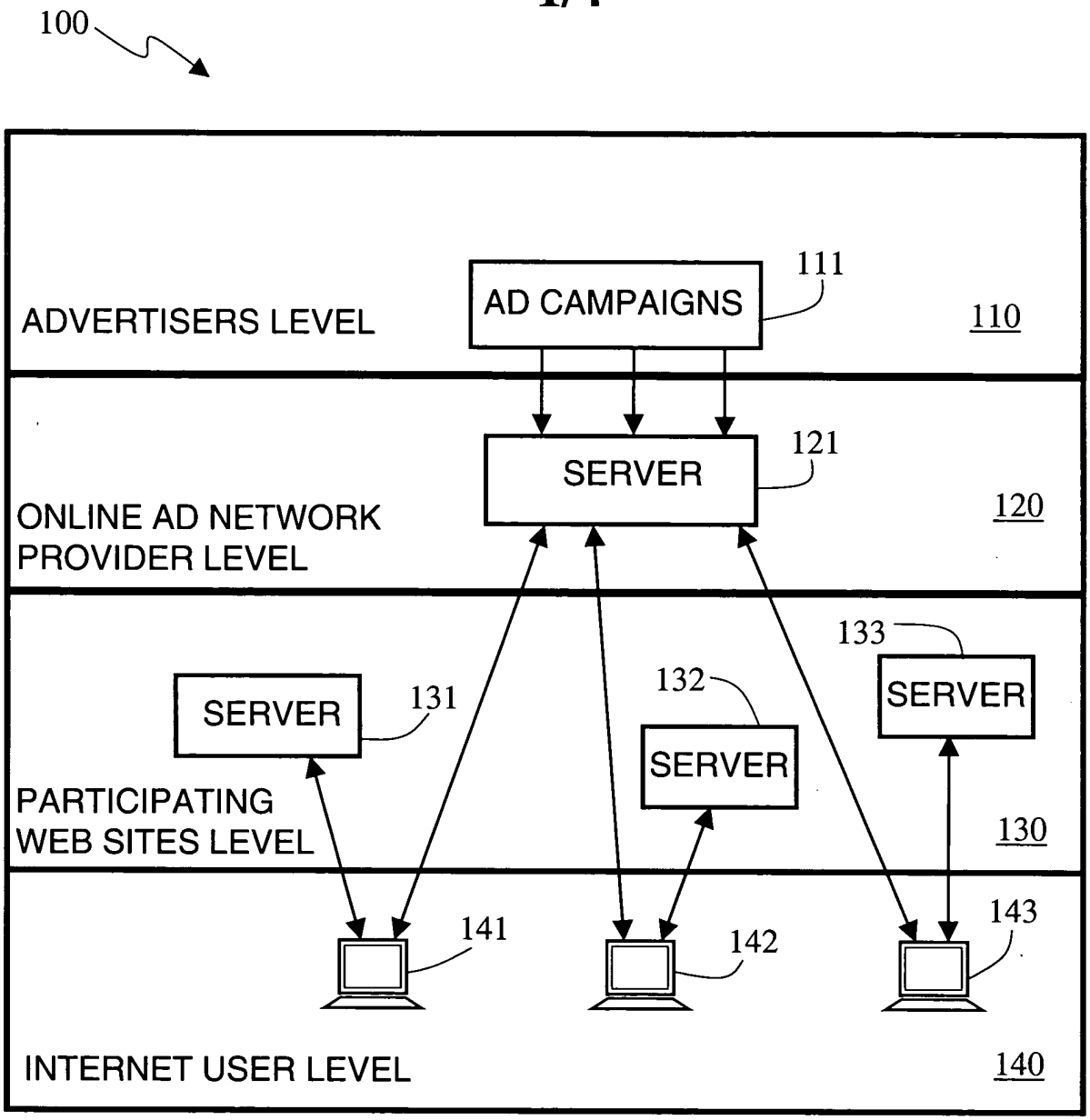

FIG. 1
(PRIOR ART)

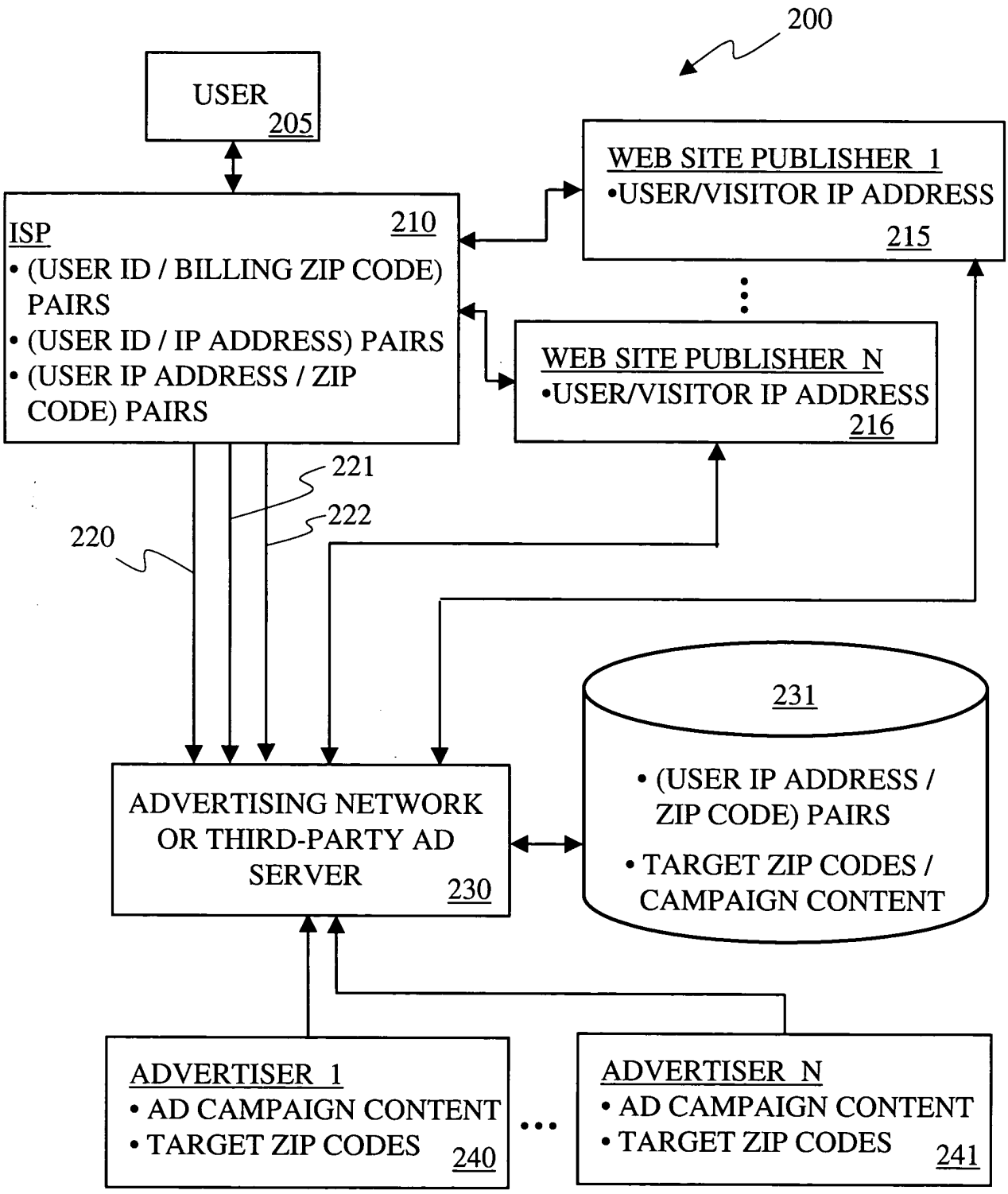
200
USER
205
WEB SITE PUBLISHER 1
•USER/VISITOR IP ADDRESS
215
ISP
210
• (USER ID / BILLING ZIP CODE) PAIRS
• (USER ID / IP ADDRESS) PAIRS
• (USER IP ADDRESS / ZIP CODE) PAIRS
WEB SITE PUBLISHER N
•USER/VISITOR IP ADDRESS
216
221
222
220
231
• (USER IP ADDRESS / ZIP CODE) PAIRS
• TARGET ZIP CODES / CAMPAIGN CONTENT
ADVERTISING NETWORK OR THIRD-PARTY AD SERVER
230
ADVERTISER 1
• AD CAMPAIGN CONTENT
• TARGET ZIP CODES
240
ADVERTISER N
• AD CAMPAIGN CONTENT
• TARGET ZIP CODES
241

FIG. 2

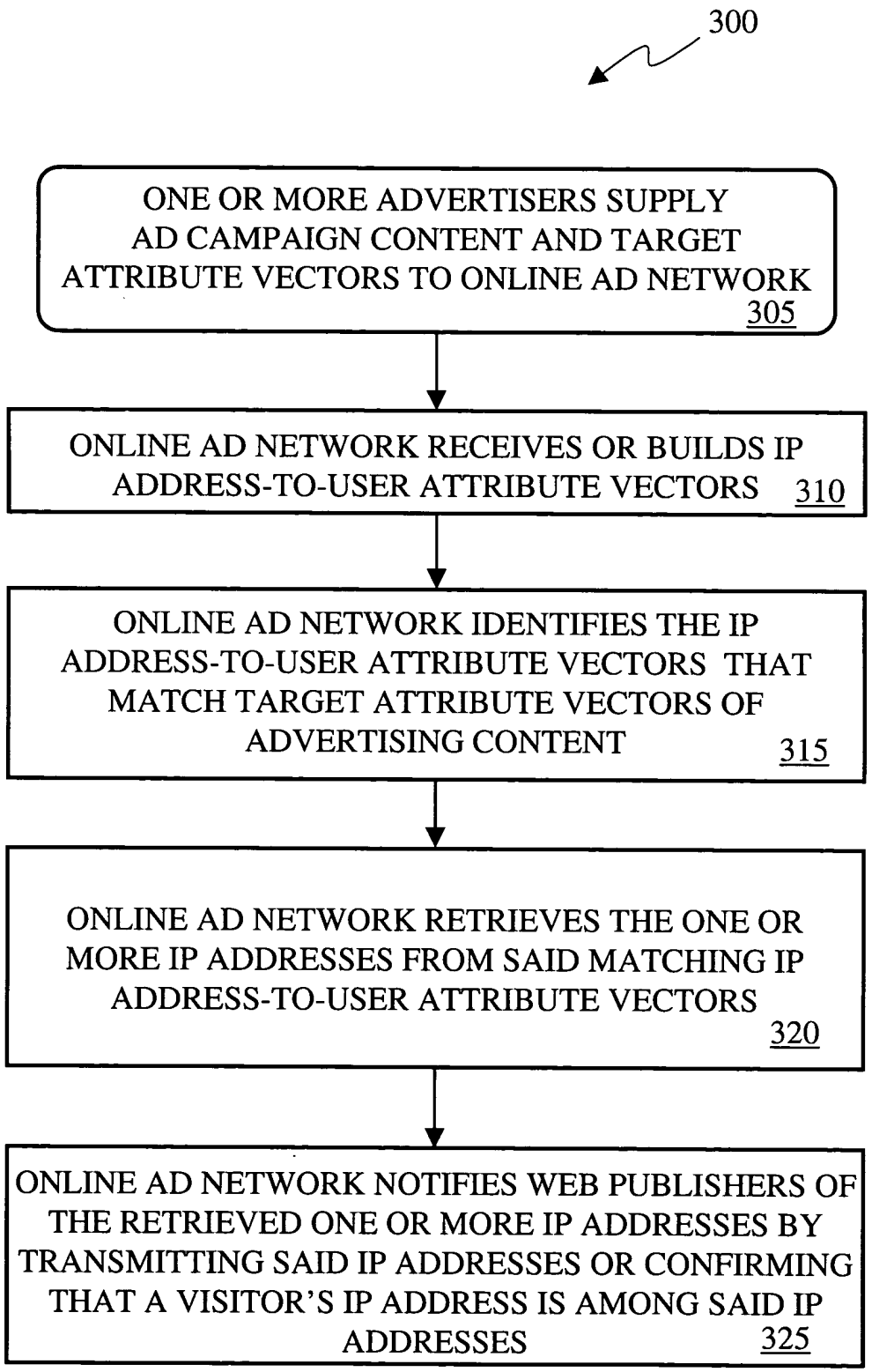
300
ONE OR MORE ADVERTISERS SUPPLY AD CAMPAIGN CONTENT AND TARGET ATTRIBUTE VECTORS TO ONLINE AD NETWORK 305
ONLINE AD NETWORK RECEIVES OR BUILDS IP ADDRESS-TO-USER ATTRIBUTE VECTORS 310
ONLINE AD NETWORK IDENTIFIES THE IP ADDRESS-TO-USER ATTRIBUTE VECTORS THAT MATCH TARGET ATTRIBUTE VECTORS OF ADVERTISING CONTENT 315
ONLINE AD NETWORK RETRIEVES THE ONE OR MORE IP ADDRESSES FROM SAID MATCHING IP ADDRESS-TO-USER ATTRIBUTE VECTORS 320
ONLINE AD NETWORK NOTIFIES WEB PUBLISHERS OF THE RETRIEVED ONE OR MORE IP ADDRESSES BY TRANSMITTING SAID IP ADDRESSES OR CONFIRMING THAT A VISITOR'S IP ADDRESS IS AMONG SAID IP ADDRESSES 325

FIG. 3

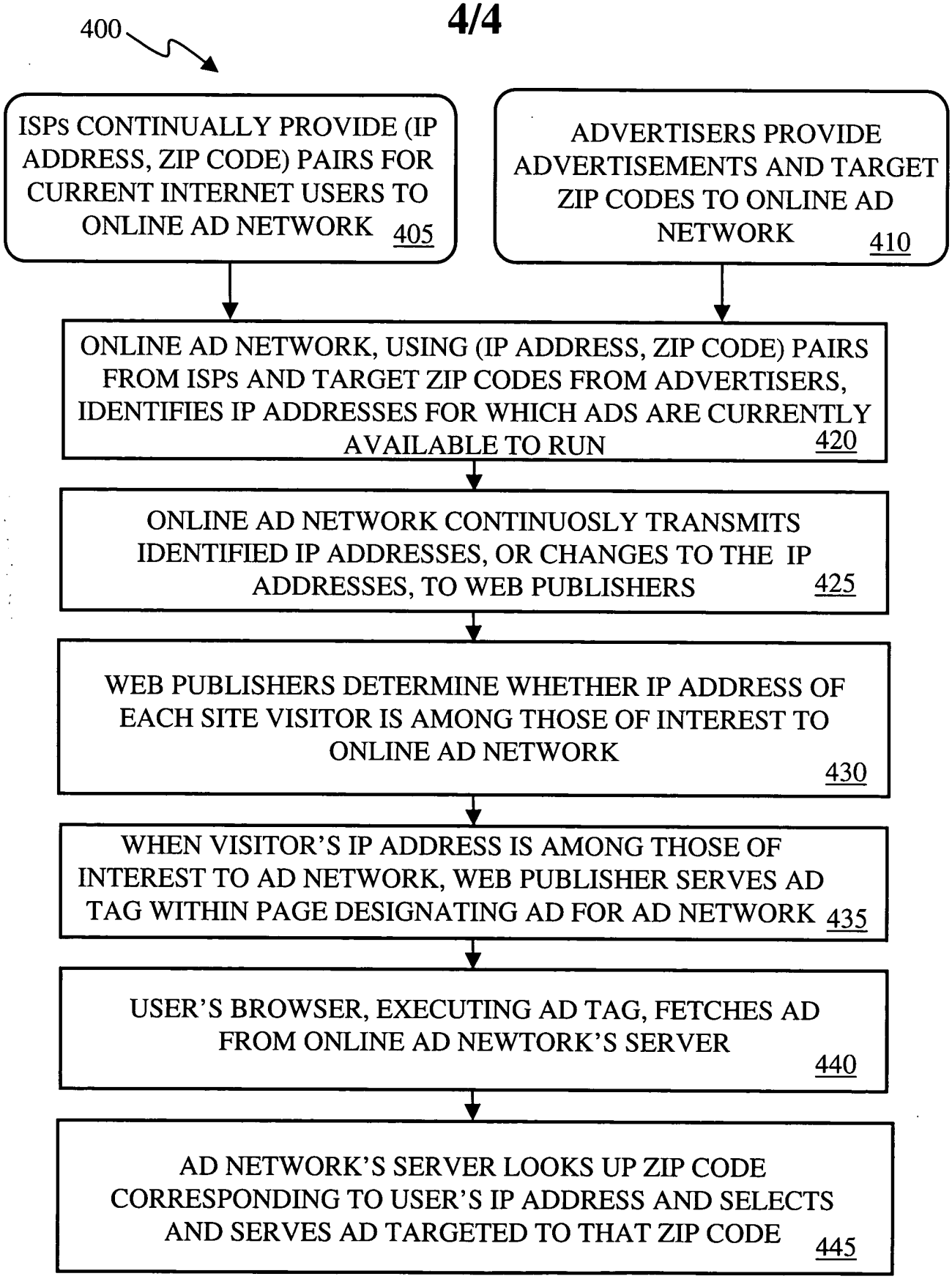
400
ISPs CONTINUALLY PROVIDE (IP ADDRESS, ZIP CODE) PAIRS FOR CURRENT INTERNET USERS TO ONLINE AD NETWORK 405
ADVERTISERS PROVIDE ADVERTISEMENTS AND TARGET ZIP CODES TO ONLINE AD NETWORK 410
ONLINE AD NETWORK, USING (IP ADDRESS, ZIP CODE) PAIRS FROM ISPs AND TARGET ZIP CODES FROM ADVERTISERS, IDENTIFIES IP ADDRESSES FOR WHICH ADS ARE CURRENTLY AVAILABLE TO RUN 420
ONLINE AD NETWORK CONTINUOSLY TRANSMITS IDENTIFIED IP ADDRESSES, OR CHANGES TO THE IP ADDRESSES, TO WEB PUBLISHERS 425
WEB PUBLISHERS DETERMINE WHETHER IP ADDRESS OF EACH SITE VISITOR IS AMONG THOSE OF INTEREST TO ONLINE AD NETWORK 430
WHEN VISITOR'S IP ADDRESS IS AMONG THOSE OF INTEREST TO AD NETWORK, WEB PUBLISHER SERVES AD TAG WITHIN PAGE DESIGNATING AD FOR AD NETWORK 435
USER'S BROWSER, EXECUTING AD TAG, FETCHES AD FROM ONLINE AD NEWTORK'S SERVER 440
AD NETWORK'S SERVER LOOKS UP ZIP CODE CORRESPONDING TO USER'S IP ADDRESS AND SELECTS AND SERVES AD TARGETED TO THAT ZIP CODE 445

FIG. 4